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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/800,146	03/11/2004	Timothy Roberts	12729/41	6790
56020 7590 03/22/2007 BRINKS HOFER GILSON & LIONE / YAHOO! OVERTURE P.O. BOX 10395 CHICAGO, IL 60610			EXAMINER GARG, YOGESH C	
			ART UNIT 3625	PAPER NUMBER

SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE
3 MONTHS	03/22/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Office Action Summary	Application No.	Applicant(s)	
	10/800,146	ROBERTS ET AL.	
	Examiner	Art Unit	
	Yogesh C. Garg	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 08 January 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-40 is/are pending in the application.
- 4a) Of the above claim(s) 5-7,9-12,15-22,28-32,35 and 40 is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-4,8,13,14,23-27,33,34 and 36-39 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date <u>3/21/2005</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Election/Restrictions and Amendment

1. Applicant's election of species 9, consisting of claims 14, 33-34 and 39 with traverse, in their response received on 1/8/2007, is acknowledged and entered. Claims 1-4, 8, 13, 23-27, and 36-38 are generic. Because applicant did not distinctly and specifically point out the supposed errors in the restriction requirement, the election has been treated as an election without traverse (MPEP § 818.03(a)). Accordingly, claims 5-7, 9-12, 15-22, 28-32, 35 and 40 are withdrawn from further consideration pursuant to 37 CFR 1.142(b) as being drawn to a nonelected inventions, there being no allowable generic or linking claim. Claims 1-4, 8, 13-14, 23-27, 33-34 and 36-39 are pending for examination.

2. Examiner cites particular columns and line numbers in the references as applied to the claims below for the convenience of the applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other relevant and related passages and figures may apply as well. It is respectfully requested that, in preparing responses, the applicant fully consider the other relevant and related passages and figures in the cited references as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1 -4, 8, 13-14, 23-27, 33-34 and 36-39 are rejected under 35 U.S.C. 102(b) as being anticipated by Blinn et al. (US Patent 5,999,914).

Regarding claim 1, Blinn fairly and substantially discloses a method for managing a store implemented on an Internet, the method implemented on a computerized self-service platform and comprising:

storing information concerning products offered for sale through the store in a product database, storing information concerning a presentation of the store to customers in an e-commerce storefront and assisting a user to manage the product database (see at least Fig/1A and 1D, col.7, line 37-col.9, line 6. Merchant system 4 stores information concerning presentation of electronic stores such as 32,33 and 34 in e-commerce storefront and storing information concerning products offered for sale in databases 54 and 56 and the merchant system 4 helps a user to manage the product database by using the router 40, HTML structures 50 and SQL server 52.

Regarding claim 2, Blinn teaches that the self-service platform is accessible by the user through a web URL (see at least col.8, lines 42-50).

Regarding claim 3, Blinn suggests that the step of storing information concerning a presentation of the store comprises: storing a web page for a storefront of the store in the e-commerce storefront (col.9, lines 18-63 which shows the consumer is presented HTML documents offering products and promotional advertisements.)

Regarding claim 4, Blinn suggests that the method of claim 3 wherein the web page includes a store tag, the store tag referencing information stored in the product database (see col.4, lines 45-62. HTML documents have embedded tags which are linked to the desired information/web documents).

Regarding claims 8 and 13, Blinn teaches that the method of claim 1 wherein the step of storing information concerning products offered for sale comprises: storing said information in at least one table, each table in the at least one table organized into a plurality of items with at least one item in the plurality of items having at least one option (see at least col.13, lines 1-38 which shows product information is stored in organized tables.) and assisting the user to define a plurality of groups within the product database, wherein the user can manipulate the product database by manipulating the plurality of groups (see at least col.13, line1-col.14, line 62 which disclose storing information and defining plurality of groups, such as product family table and product variant table and these are used and manipulated by the clients .).

Regarding claim 14, Blinn discloses storing catalog-related information in a product catalog and storing inventory-related information in inventory records (see at least Fig.3 which shows storing product information, "310", and inventory information, "352" and the product information is stored in tables, as analyzed above and storing of product information in an organized form so that it can be used and manipulated corresponds to product catalog information).

Regarding claim 23, Blinn teaches updating the store in real-time as the user publishes edits to the product database (see at least col.8, lines 51-61, "updating and querying relational databases")

Regarding claims 24-27, 33-34, and 36-39, their limitations are closely parallel to the limitations already covered in claims 1-4, 8, 13-14 and are therefore analyzed and rejected on the basis of same rationale.

Conclusion

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US 20030050847A1 to Bleicken et al (see at least Abstract, paragraph 022) disclose managing online databases at a manufacturer's web site and presenting customized product catalogs, pricing, content, etc. to different groups of retailers.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yogesh C. Garg whose telephone number is 571-272-6756. The examiner can normally be reached on Increased Flex.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Yogesh C Garg
Primary Examiner
Art Unit 3625

YCG
3/18/2007